

MAYOR'S POVERTY REDUCTION INITIATIVE

Jobs
Taskforce
Update

2/4/2016

THE WORK SO FAR

TASKFORCE STRUCTURE REMINDER

- 60+ members on Jobs Taskforce listserv
- 6 working groups that focus on several employment barriers/issues
 - Transportation
 - Childcare
 - Criminal background
 - Communication
 - Young adult engagement
 - Use of the Holton Career and Resource Center
- 38+ Action steps

CENSUS REPORT

- 2010-2014 -- Current unemployment rate in Census tract 10.01 is 15.6% (up or down 6.2%).
- 60.9% (+/- 7.8%) of working age adults in this neighborhood are in the labor force
- 2010 -- Only 7.5% of the population was 65 or older (*US Decennial Census*), suggesting retirement is not the core reason for the lack of labor market participation

PRIORITY: TRANSPORTATION

KEY RESULTS & ACTION STEPS

Key Result

- **Developed a new flyer to share transportation options for Durham**

PRIORITY:
HOLTON CAREER & RESOURCE CENTER
KEY RESULTS AND ACTION STEPS

TASK A

- Holton now an official NC Works Satellite Site
- DPR staff oversees the computer lab and assists community members with their job search efforts
- Community Jobs Board and NC Works handbook created to provide current job listings, trainings and job search information

PRIORITY:

HOLTON CAREER & RESOURCE CENTER

KEY RESULTS AND ACTION STEPS

TASK B

- New brochure and flyer created and disseminated during quarterly community walks
- Effective February 1, the fitness center, open gym, and computer lab will be offered for free to City of Durham residents
- Beginning March 1, additional programs and activities (including youth, teen, mature adult, and families) also available for free

PRIORITY:

HOLTON CAREER & RESOURCE CENTER

KEY RESULTS AND ACTION STEPS

Next Steps:

- **Monitor computer lab participation & report monthly numbers to NC Works**
- **Community walks scheduled for February 4, May 5, August 4, and December 8**
- **Explore creating more programs that impact the community**

PRIORITY: OEWD

KEY RESULTS & ACTION STEPS

Key Results

- Holton approved by the NCWorks Career Center Subcommittee as a Satellite NCWorks Career Center
- Strategic trainings and guidance and outreach efforts were held in PRI Census Tract
- 27 attended the Workforce Development Network for Former Offenders (WDNO) on September 9 at Holton; 10 were placed in employment with an average wage of \$8.83

PRIORITY: OEWD

KEY RESULTS & ACTION STEPS

Key Results

- The JobLink Mobile Unit was in the PRI community on South Driver Street in October and November
- Sixty-eight community residents were assisted with center orientations and job searches

Next Steps:

- Set up and train staff at the Satellite Holton Career Center

PRIORITY: CRIMINAL BACKGROUND KEY RESULTS & NEXT STEPS

Key Results

- Reached out to business community through Chamber Policy Committee
- Secured funding to produce a master and multiple mini-videos to be turned into a PSA
- Developed a PSA to promote positive employer experiences hiring employees with criminal backgrounds

Next Steps:

- Promote PSAs with testimonials among sponsors on local radio, public access and other TV
- Consolidate information related to resources and support for employers (i.e. Certificates of Relief, etc.) for a webpage that will complement the PSA
- Seek community support through a communication campaign

PRIORITY: CRIMINAL BACKGROUND KEY RESULTS & NEXT STEPS

Second Chance Public Service Announcement

GOING FORWARD

- Continue information sharing with community
- Report back to Council in 6 months